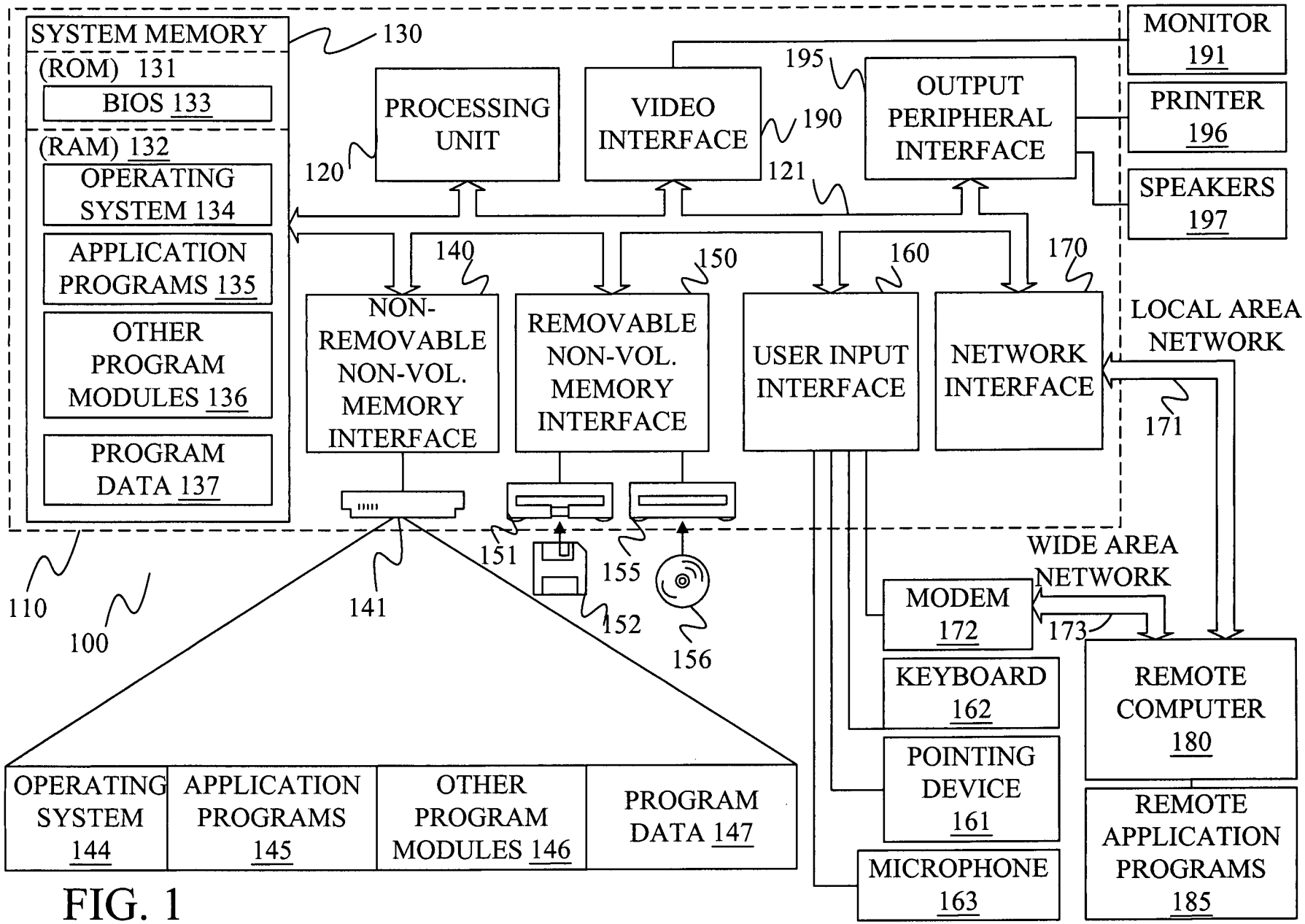

SYSTEM MEMORY
130
(ROM) 131
BIOS 133
(RAM) 132
OPERATING SYSTEM 134
APPLICATION PROGRAMS 135
OTHER PROGRAM MODULES 136
PROGRAM DATA 137
PROCESSING UNIT
120
VIDEO INTERFACE
190
195
OUTPUT PERIPHERAL INTERFACE
121
MONITOR 191
PRINTER 196
SPEAKERS 197
140
150
160
170
NON-REMOVABLE NON-VOL. MEMORY INTERFACE
REMOVABLE NON-VOL. MEMORY INTERFACE
USER INPUT INTERFACE
NETWORK INTERFACE
LOCAL AREA NETWORK
171
WIDE AREA NETWORK
MODEM 172
173
KEYBOARD 162
POINTING DEVICE 161
MICROPHONE 163
REMOTE COMPUTER 180
REMOTE APPLICATION PROGRAMS 185
110
100
141
151
155
152
156
OPERATING SYSTEM 144
APPLICATION PROGRAMS 145
OTHER PROGRAM MODULES 146
PROGRAM DATA 147

FIG. 1

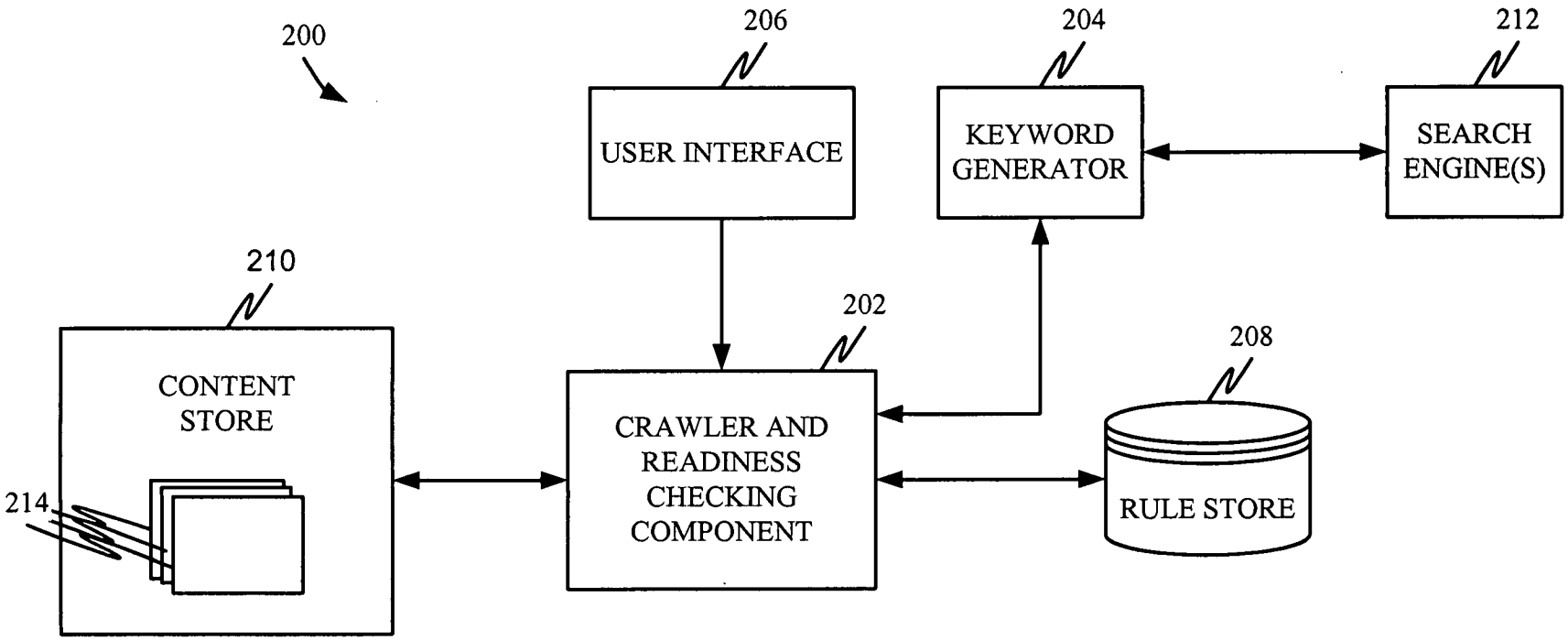

200
206
USER INTERFACE
204
KEYWORD GENERATOR
212
SEARCH ENGINE(S)
210
CONTENT STORE
214
202
CRAWLER AND READINESS CHECKING COMPONENT
208
RULE STORE

FIG. 2

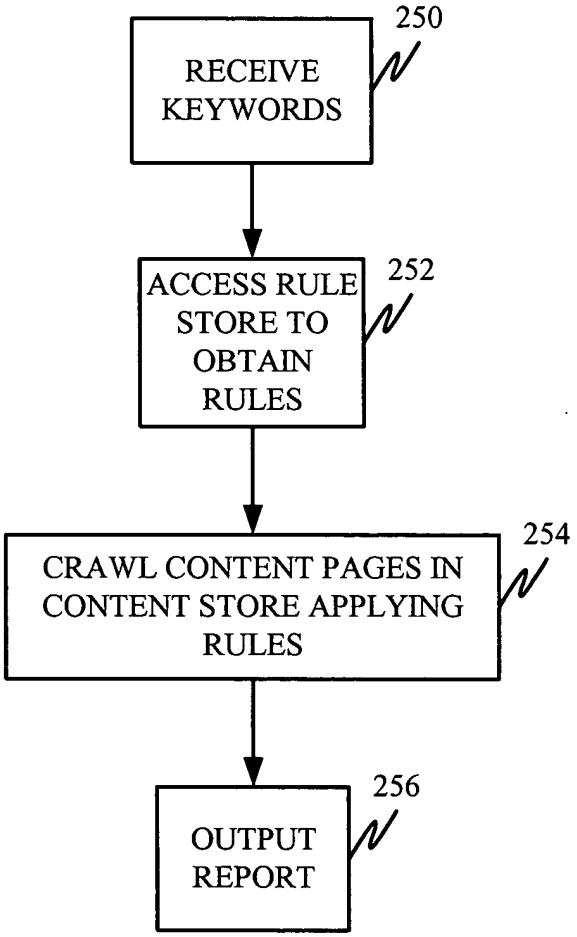

RECEIVE KEYWORDS
250
ACCESS RULE STORE TO OBTAIN RULES
252
CRAWL CONTENT PAGES IN CONTENT STORE APPLYING RULES
254
OUTPUT REPORT
256

FIG. 3

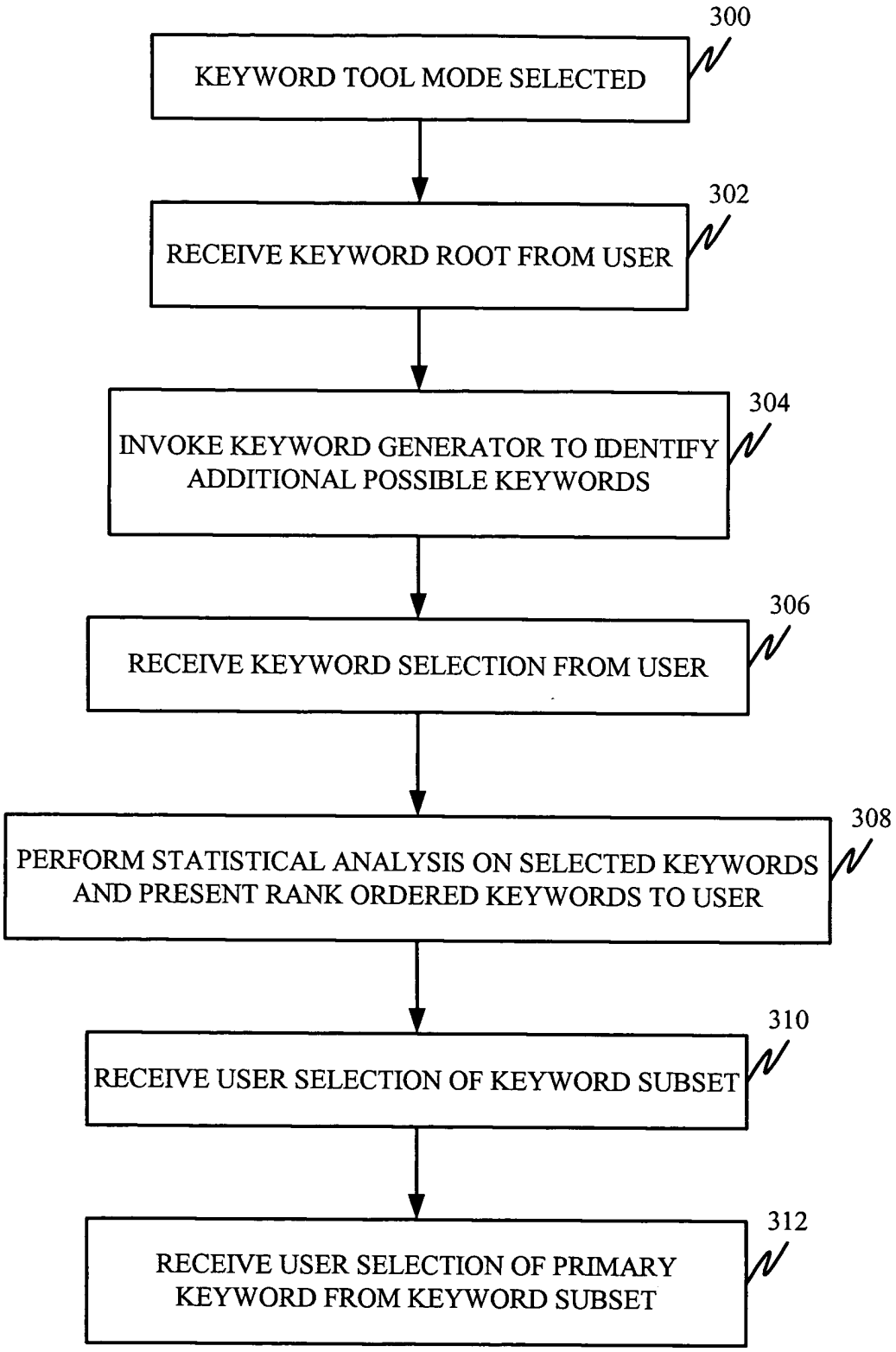

300
KEYWORD TOOL MODE SELECTED
302
RECEIVE KEYWORD ROOT FROM USER
304
INVOKE KEYWORD GENERATOR TO IDENTIFY ADDITIONAL POSSIBLE KEYWORDS
306
RECEIVE KEYWORD SELECTION FROM USER
308
PERFORM STATISTICAL ANALYSIS ON SELECTED KEYWORDS AND PRESENT RANK ORDERED KEYWORDS TO USER
310
RECEIVE USER SELECTION OF KEYWORD SUBSET
312
RECEIVE USER SELECTION OF PRIMARY KEYWORD FROM KEYWORD SUBSET

FIG. 4

BEST AVAILABLE COPY

Average Download Time per Page in Seconds information:

Note: All of the pages are listed – it is abbreviated here.

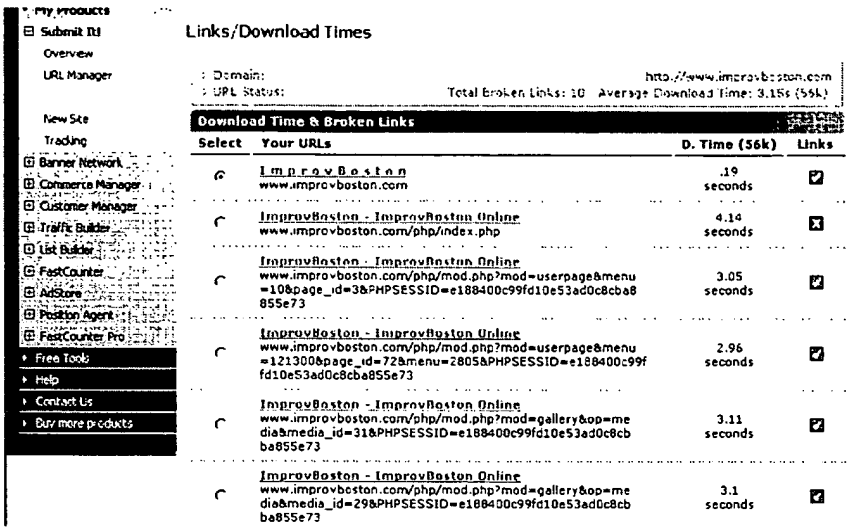


FIG. 9

Keyword Tool Section

Keyword Research Tool Screen Shots:

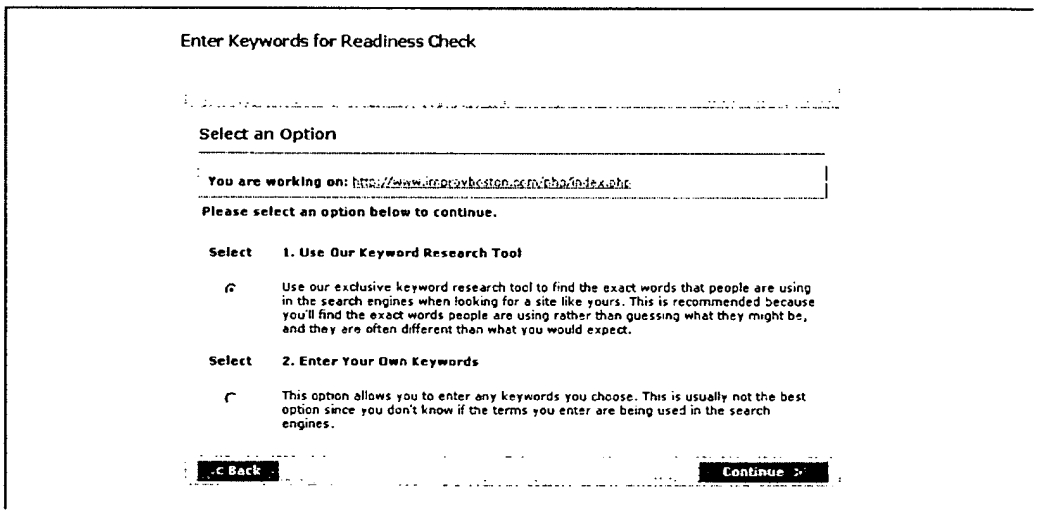


FIG. 5A

COPY

Best Keywords: Keyword Research Tool

Step - 1 1 2 3 4

Root Keywords & Results

You are working on: http://www.improvboston.com/cha/index.shs

Enter root keywords:

The root keywords are the main *single keywords OR phrases* that your page is about. Our system will use these words to find the *related keyword phrases* that people use in the search engines when looking for pages like yours.

1) Root keyword: improv
2) Root keyword: boston comedy
3) Root keyword: comedy club

Note: 3 usually work best, but only one is required.

TIP: The key is to think generically about your page. For example, if you offer all type of shoes for sale you might try "shoes," "men's shoes," and women's shoes," as your roots. Note that you can come back and try again if you don't see the results you expect.

Select number of results:

# of results: 30

< Back Quit Continue to Step 2 >

FIG. 5B

Best Keywords: Keyword Research Tool

Step - 2 1 2 3 4

Select Related Terms

You are working on: http://www.improvboston.com/cha/index.php

Below are keyword phases related to the keywords you entered. **These are actual keyword phrases that people searched for at the MSN search engine.** Select all that are related to your page and click continue. Click the back button to *try again if you don't find any terms that are directly related.*

TIP: Make sure the phrases you select are related to the page you are working on, but get **all** of them. You'll be able to view details about them on the following page and narrow down your choices to only the best of the bunch.

#	Select	Keyword Phrase
1	☐	improv
2	☐	the improv
3	☐	improv comedy club
4	☐	irvine improv
5	☐	tempe improv
6	☐	dc improv
7	☐	baltimore improv
8	☐	addison improv
9	☐	ontario improv
10	☐	san jose improv
11	☐	boston comedy
12	☐	boston globe
13	☐	new york
14	☐	boston herald
15	☐	boston university
16	☐	boston college
17	☐	boston tea party
18	☐	boston hotels
19	☐	comedy clubs
20	☐	comedy club
21	☐	night clubs
22	☐	funny bone comedy club
23	☐	carolines comedy club
24	☐	rascals comedy club
25	☐	stand up comedy
26	☐	acme comedy club
27	☐	crackers comedy club

< Back Quit Continue to Step 3 >

FIG. 5C

COPY

Best Keywords: Keyword Research Tool

Step - 3 1 2 3 4

Select Best Related Keywords

You are working on: http://www.improvboston.com/php/index.php

You must select one item from the list

Use the information below to select up to 3 of the best phases that are the most related to your page. You can only select up to 3 due to the difficulty of optimizing a page for more than 3 phrases.

Select	Keyword Phrase	# of Searches	# of Listings	Best Pick
☐	improv	17,018	199,872	1st
☐	comedy clubs	13,748	282,347	2nd
☐	improv comedy club	3,050	22,484	3rd
☐	night clubs	20,651	1,654,971	4th
☐	comedy club	6,420	837,630	5th
☐	stand up comedy	1,726	435,579	6th
☐	boston comedy	65	201,608	7th

Best pick = Is a ratio of # of searches (keyword popularity) to the number of search engine listings for that keyword (keyword competitiveness). This points out the most popular terms that are the easiest to rank well for. **Note: This rating should only be used as a guide. You should pick the terms that you think work best for you using all of the above information.**

☐ = Previously existing keyword.

< Back Quit Continue to Step 4 >

FIG. 5D

Best Keywords: Keyword Research Tool

Step - 4 1 2 3 4

Select Primary Keyword Phrase

You are working on: http://www.improvboston.com/php/index.php

Please select **one** of your keyword phrases below as the primary phrase that your page will be optimized for and click the continue button. Our system will still use your other phrases, but one must be selected as the primary so that we can determine if your pages are optimized properly.

Select	Your Selected Keyword Phrases	# of Searches	# of Listings	Best Pick
◉	improv	17,018	199,872	1st
○	comedy clubs	13,748	282,347	2nd
○	improv comedy club	3,050	22,484	3rd

Best pick = Is a ratio of # of searches (keyword popularity) to the number of search engine listings for that keyword (keyword competitiveness). This points out the most popular terms that are the easiest to rank well for. **Note: This rating should only be used as a guide. You should pick the terms that you think work best for you using all the above information.**

< Back Quit Continue >

FIG. 5E

Keywords Saved!

We've saved the following keywords for http://www.improvboston.com/php/index.php:

improv, comedy clubs, improv comedy club

You will now run a Readiness Check report using these keywords. The report will determine if your page is currently optimized for your new keywords. If it is not, solutions for any optimization issues are provided.

Run Readiness Check >

FIG. 5F

Submit It! additional documentation

Overview Section

Overview information:

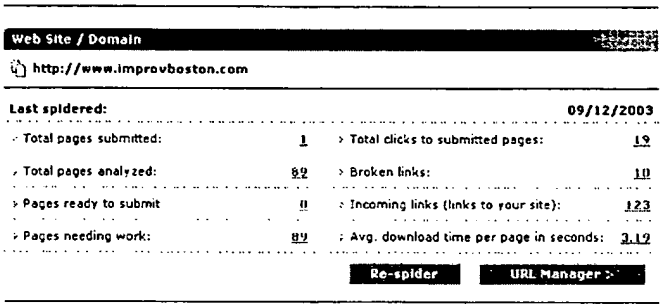


FIG. 6

Broken Links information:

Note: the complete list of links is shown, it is abbreviated here.

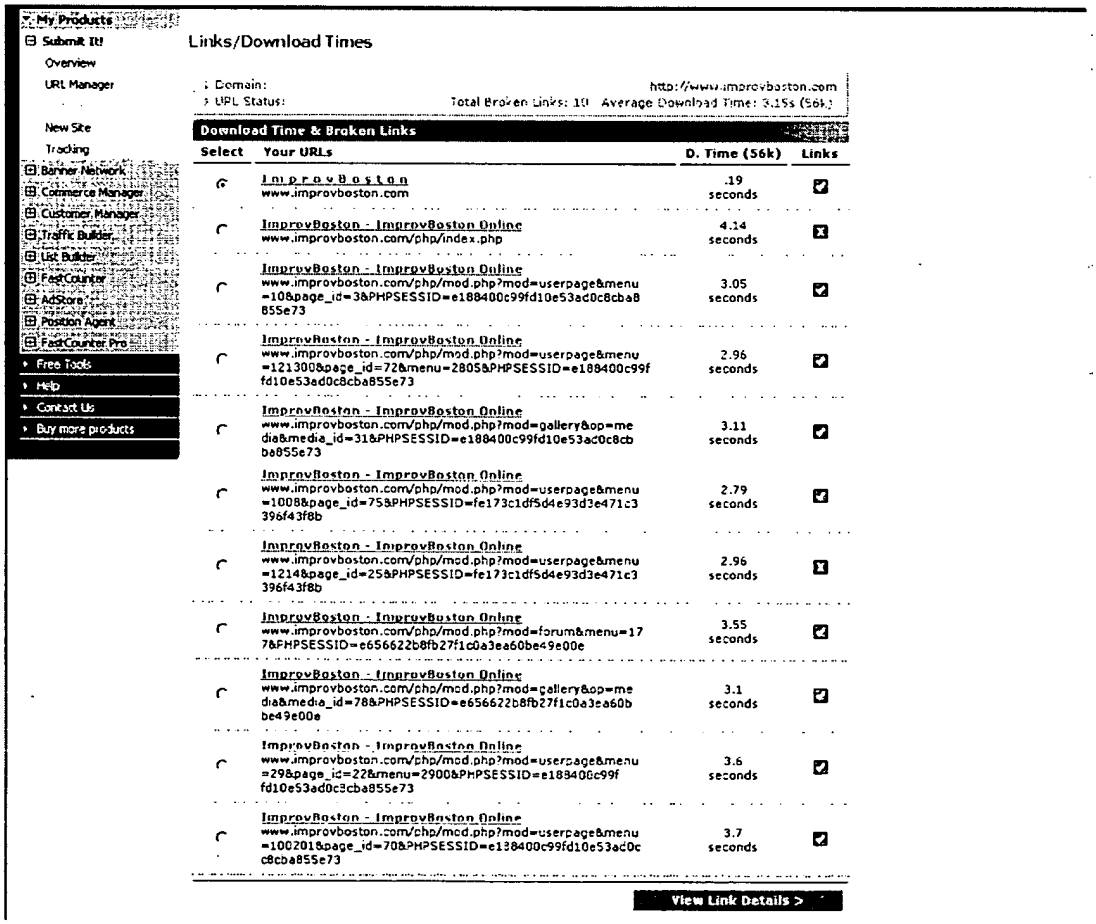


FIG. 7A

When the user chooses a specific link, (in this case the broken one closest to the end) and clicks the 'view link details' button – the screen on the next page appears.

Broken Links detail:

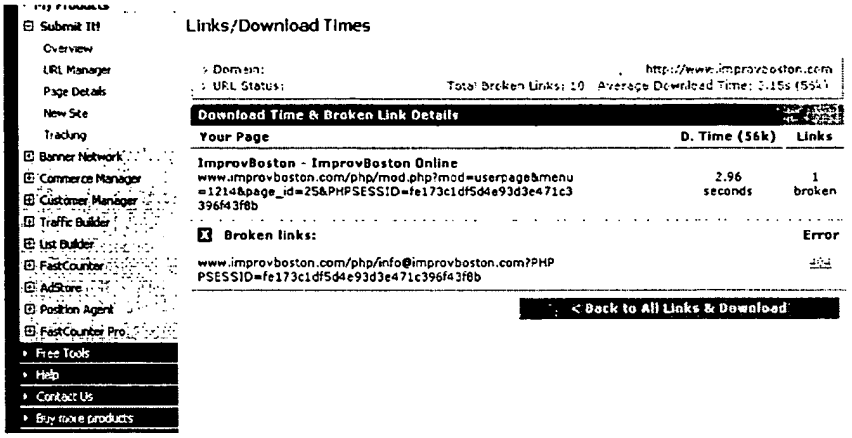


FIG. 7B

The user may then click on the error code (404 in this case) to see the details of the error below:

404	Not Found	Your web server has not found anything matching the URL request made by the spider. Web servers often use this error message when the server does not wish to reveal exactly why the request has been refused, or when no other response is applicable. Since this error message may imply several errors, first make sure the URL you sent is correct by typing it into the browser and verifying the correct page shows up. Also check the access permissions to make it viewable by everyone.
405	Method Not Allowed	Your web server did not allow the spider to use the ordinary "GET" request for the URL submitted. This is an extremely unusual error, so make sure the URL you sent is correct by typing it into the browser and verifying the correct page shows up. Also check the configuration of your web server.
406	Not Acceptable	Your web server believes that the spider cannot accept the type of document it requested. That is not the case most likely and there is a problem in the configuration of your web server. This is an extremely unusual error, so make sure the URL you sent is correct by typing it into the browser and verifying the correct page shows up. Also check the configuration of your web server.
407	Proxy Authentication Required	The spider must first authenticate itself with the proxy to access the URL requested. The spider cannot access sites that require authentication, such as passwords and cookies. You may be unable to detect this problem because you are accessing the URL from a client that already has authentication or does not access the server through the authenticating proxy (such as the server itself). Try accessing the file from another client, such as a friend's browser. To fix this problem, modify the proxy configurations, changing access permissions to make the file viewable to everyone.
408	Request Timeout	The spider opened a connection to your web server, but failed to complete the command to fetch the requested URL. The web server then gave up waiting. This error message rarely occurs because the spider would retry in that case. There may be several possible sources for this error. Verify if there is a web server configuration error or network problem. If your web server is behind a firewall, verify if the firewall is blocking connections. Routers may also filter connections so check the router configurations.
409	Conflict	Your web server is unable to respond to the URL request made by the spider because of some sort of internal resource conflict. This error more often occurs with upload (PUT) requests and not retrieval (GET) requests such as those of the spider. Most likely there is an error with the web server. Any CGI or server scripts that might affect the URL should be checked. Also try

FIG. 7C

Incoming Links information:

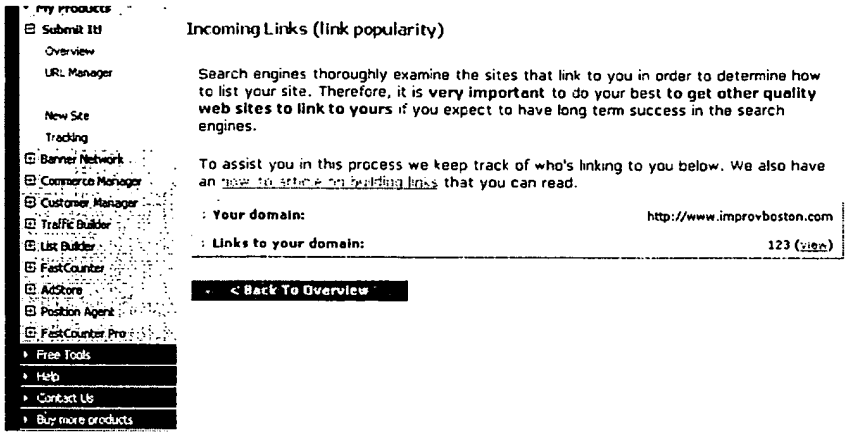


FIG. 8A

When the user clicks on the 'view' link, s/he is taken to this page:

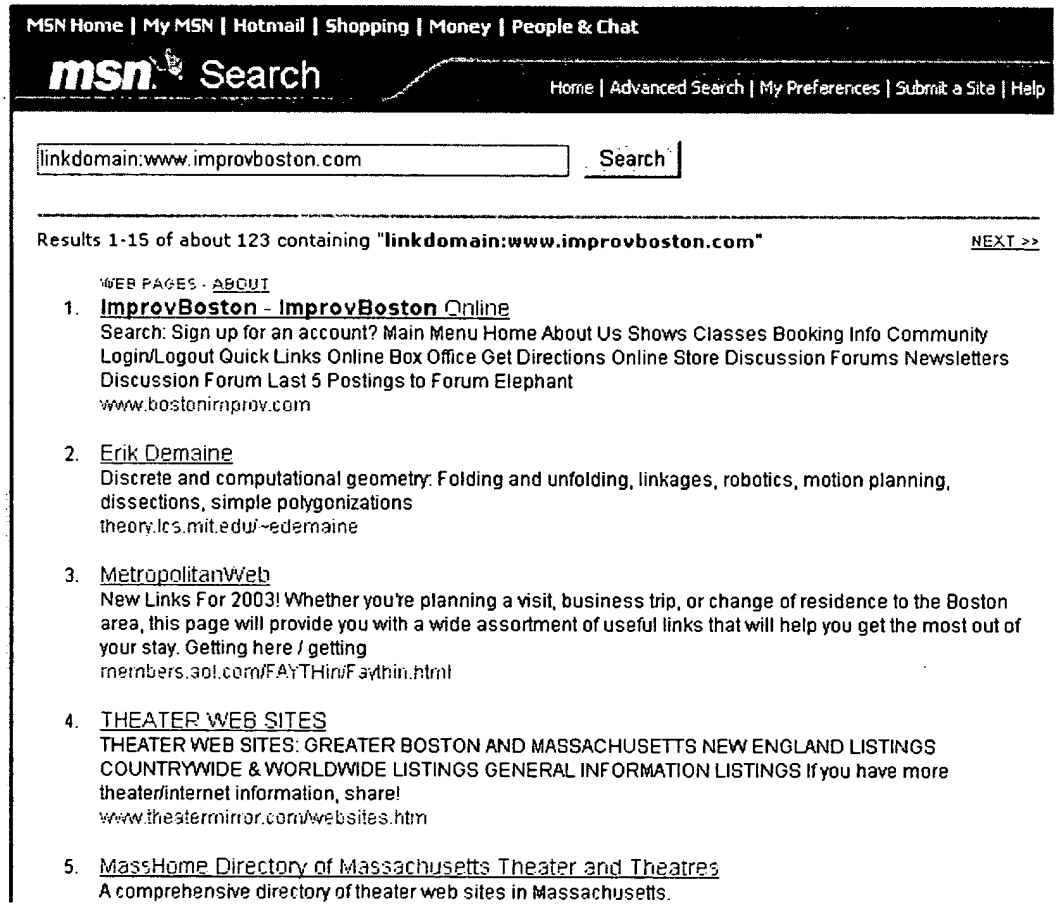
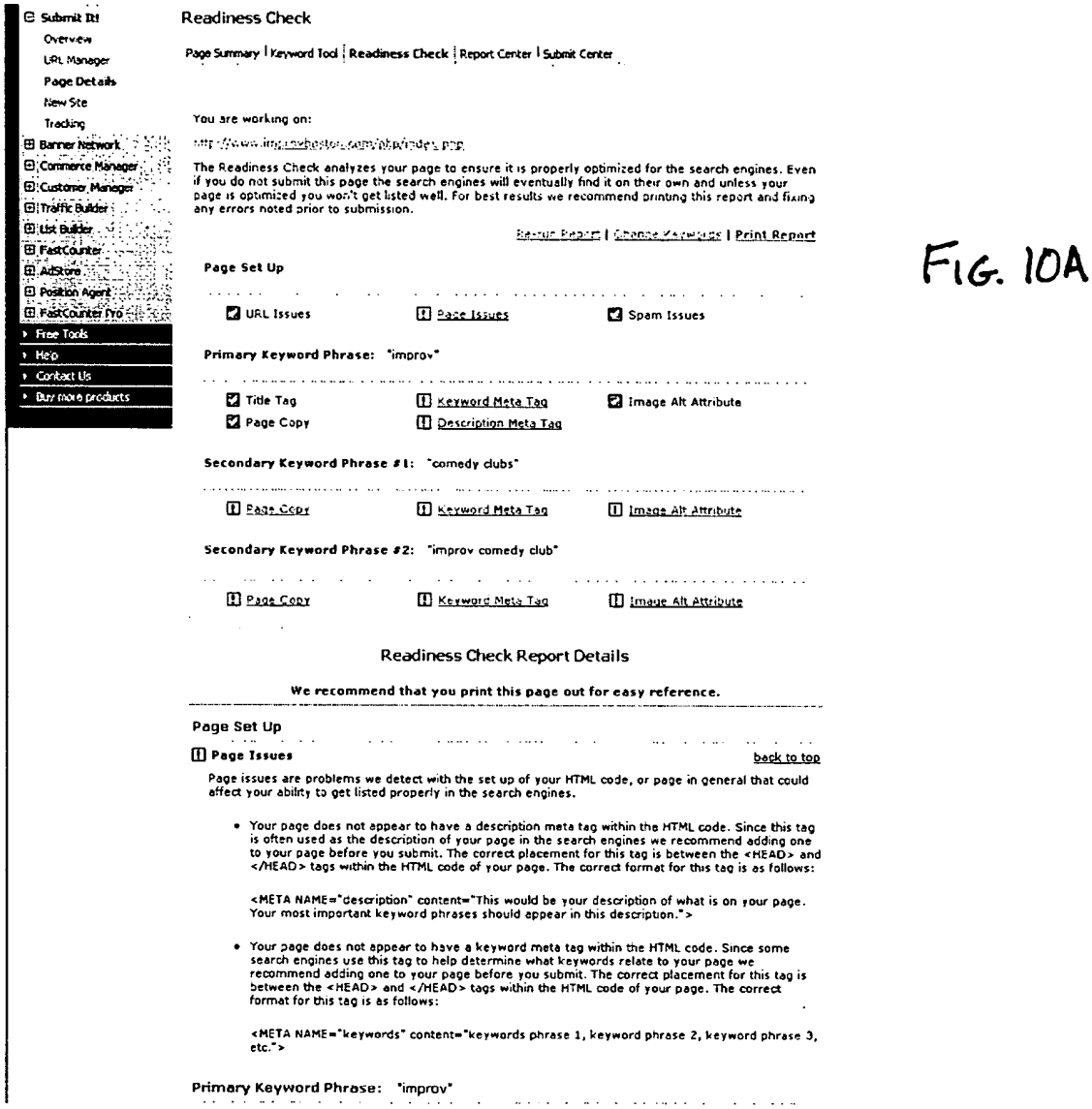


FIG. 8B

Readiness Check Section

Complete Readiness Check



- Submit It!
  - Overview
  - URL Manager
  - Page Details
  - New Site
  - Tracking
- Banner Network
- Commerce Manager
- Customer Manager
- Traffic Builder
- List Builder
- FastCounter
- AdStore
- Position Agent
- FastCounter Pro
- Free Tools
- Help
- Contact Us
- Buy more products

Readiness Check

Page Summary | Keyword Tool | Readiness Check | Report Center | Submit Center

You are working on:

http://www.improvboston.com/pub/index.php

The Readiness Check analyzes your page to ensure it is properly optimized for the search engines. Even if you do not submit this page the search engines will eventually find it on their own and unless your page is optimized you won't get listed well. For best results we recommend printing this report and fixing any errors noted prior to submission.

Refresh Report | Change Keywords | Print Report

Page Set Up

☑ URL Issues ☐ Page Issues ☑ Spam Issues

Primary Keyword Phrase: "improv"

☑ Title Tag ☐ Keyword Meta Tag ☑ Image Alt Attribute
☑ Page Copy ☐ Description Meta Tag

Secondary Keyword Phrase #1: "comedy clubs"

☐ Page Copy ☐ Keyword Meta Tag ☐ Image Alt Attribute

Secondary Keyword Phrase #2: "improv comedy club"

☐ Page Copy ☐ Keyword Meta Tag ☐ Image Alt Attribute

Readiness Check Report Details

We recommend that you print this page out for easy reference.

Page Set Up

☐ **Page Issues** back to top

Page issues are problems we detect with the set up of your HTML code, or page in general that could affect your ability to get listed properly in the search engines.

- Your page does not appear to have a description meta tag within the HTML code. Since this tag is often used as the description of your page in the search engines we recommend adding one to your page before you submit. The correct placement for this tag is between the <HEAD> and </HEAD> tags within the HTML code of your page. The correct format for this tag is as follows:

  <META NAME="description" content="This would be your description of what is on your page. Your most important keyword phrases should appear in this description.">

- Your page does not appear to have a keyword meta tag within the HTML code. Since some search engines use this tag to help determine what keywords relate to your page we recommend adding one to your page before you submit. The correct placement for this tag is between the <HEAD> and </HEAD> tags within the HTML code of your page. The correct format for this tag is as follows:

  <META NAME="keywords" content="keywords phrase 1, keyword phrase 2, keyword phrase 3, etc.">

Primary Keyword Phrase: "improv"

FIG. 10A

Keyword Meta Tag back to top

The keyword meta tag is meant to include all the keywords that relate to your page. Since some search engines use this tag to help determine what your page is about you should always include your keywords in it.

- "improv" was not found in your keyword meta tag. For best results, we do not recommend you submit this page until you add "improv" into this tag.

For more detailed information on meta tags see our meta tag tips page.

Description Meta Tag back to top

The description meta tag is meant to describe what your page is about. Some search engines use this tag to help determine how to list your site, and many use it as the description of your page in their engine. All pages should have an accurate description meta tag with relevant keywords within it.

- "improv" was not found in your description meta tag. For best results, we do not recommend you submit this page until you add "improv" into this tag.

For more detailed information on meta tags see our meta tag tips page.

Secondary Keyword Phrase #1: "comedy clubs"

Keyword Meta Tag back to top

The keyword meta tag is meant to include all the keywords that relate to your page. Since some search engines use this tag to help determine what your page is about you should always include your keywords in it.

- "comedy clubs" was not found in your keyword meta tag. For best results, we do not recommend you submit this page until you add "comedy clubs" into this tag.

For more detailed information on meta tags see our meta tag tips page.

Page Copy back to top

The text on your page that a visitor would read (page copy) is also very important. The search engines index this text and look for important keywords when determining your listings. Therefore, it's important to include any keywords you wish to show up for in the search engines in your page copy.

- "comedy clubs" was found in your readable text **0** times. Since search engines treat your readable text as **one of the most important parts of your page when determining your listing**, we recommend that you increase your use of "comedy clubs" in your readable text to **at least 2 times** prior to submitting. By "readable text" we mean the text that a visitor to your web page would read.

For more detailed information on page copy see our page copy tips page.

Image Alt Attribute back to top

Any image on your page can have alternative text within its HTML. If possible, its a good idea to describe the image in its "alt" text using your keywords since some search engines index that text.

- "comedy clubs" was not found in any image tag within the HTML of this page. While not extremely important including "comedy clubs" in the "alt=" portion of one of your images can help your results in some search engines.

For more detailed information on the image alt attribute see our image alt tips page.

Secondary Keyword Phrase #2: "improv comedy club"

Keyword Meta Tag back to top

The keyword meta tag is meant to include all the keywords that relate to your page. Since some search engines use this tag to help determine what your page is about you should always include your keywords in it.

- "improv comedy club" was not found in your keyword meta tag. For best results, we do not recommend you submit this page until you add "improv comedy club" into this tag.

For more detailed information on meta tags see our meta tag tips page.

Page Copy back to top

The text on your page that a visitor would read (page copy) is also very important. The search engines index this text and look for important keywords when determining your listings. Therefore, it's important to include any keywords you wish to show up for in the search engines in your page copy.

- "improv comedy club" was found in your readable text **0** times. Since search engines treat your readable text as **one of the most important parts of your page when determining your listing**, we recommend that you increase your use of "improv comedy club" in your readable text to **at least 2 times** prior to submitting. By "readable text" we mean the text that a visitor to your web page would read.

For more detailed information on page copy see our page copy tips page.

Image Alt Attribute back to top

Any image on your page can have alternative text within its HTML. If possible, its a good idea to describe the image in its "alt" text using your keywords since some search engines index that text.

- "improv comedy club" was not found in any image tag within the HTML of this page. While not extremely important including "improv comedy club" in the "alt=" portion of one of your images can help your results in some search engines.

For more detailed information on the image alt attribute see our image alt tips page.

FIG. 10B